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FACSIMILE TRANSMITTAL

TO:

Name: Art Unit 3622/Examiner John Young

Firm: U.S. Patent & Trademark Office

Fax No.: 703-872-9306

Subject: U.S. Patent Application No. 09/605,695

Steven Michael Schein

Filed: June 28, 2000

INTELLIGENT MEDIA TARGETING SYSTEM
AND METHOD

Attorney Docket No. 108.0003-00000

Customer No. 22882

Confirmation No.: 6334

FROM:

Name: Amedeo F. Ferraro

Phone No.: 310-286-9800

No. of Pages (including this): 13

Date: July 14, 2004

Confirmation Copy to Follow: NO

Message:

CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that the attached Transmittal Form (in duplicate; \$950.00 total fee to cover the \$950 three-month extension fee is to be charged to Deposit Account No. 50-1068) and Amendment are being facsimile transmitted to the U.S. Patent and Trademark Office on July 14, 2004.


Amedeo F. Ferraro

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FORM PTO-1083

Attorney Docket No.: 108.0003-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No: 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: John Young

Mail Stop AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a reply to the Office Action dated January 15, 2004 in the above-identified application.

No additional fee is required.
 Applicant hereby requests a three-month extension of time to respond to the above office action.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	34	-	37	**	LG=\$18 SM=\$9	\$18
INDEPENDENT CLAIMS FEE	8	-	8	***	LG=\$80 SM=\$43	\$88
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$290 SMALL ENTITY FEE = \$145	\$ 0
					TOTAL	\$ 0

- * If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.
- *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

A total fee in the amount of \$950 to cover three-month extension of time fee is to be charged to Deposit Account No. 50-1068.

The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.

Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims

Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,

MARTIN & FERRARO, LLP

By:

Amadeo F. Ferraro
Registration No. 37,129

Date: July 14, 2004

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